

The IFPMA Code of Practice

The Code is: ✓

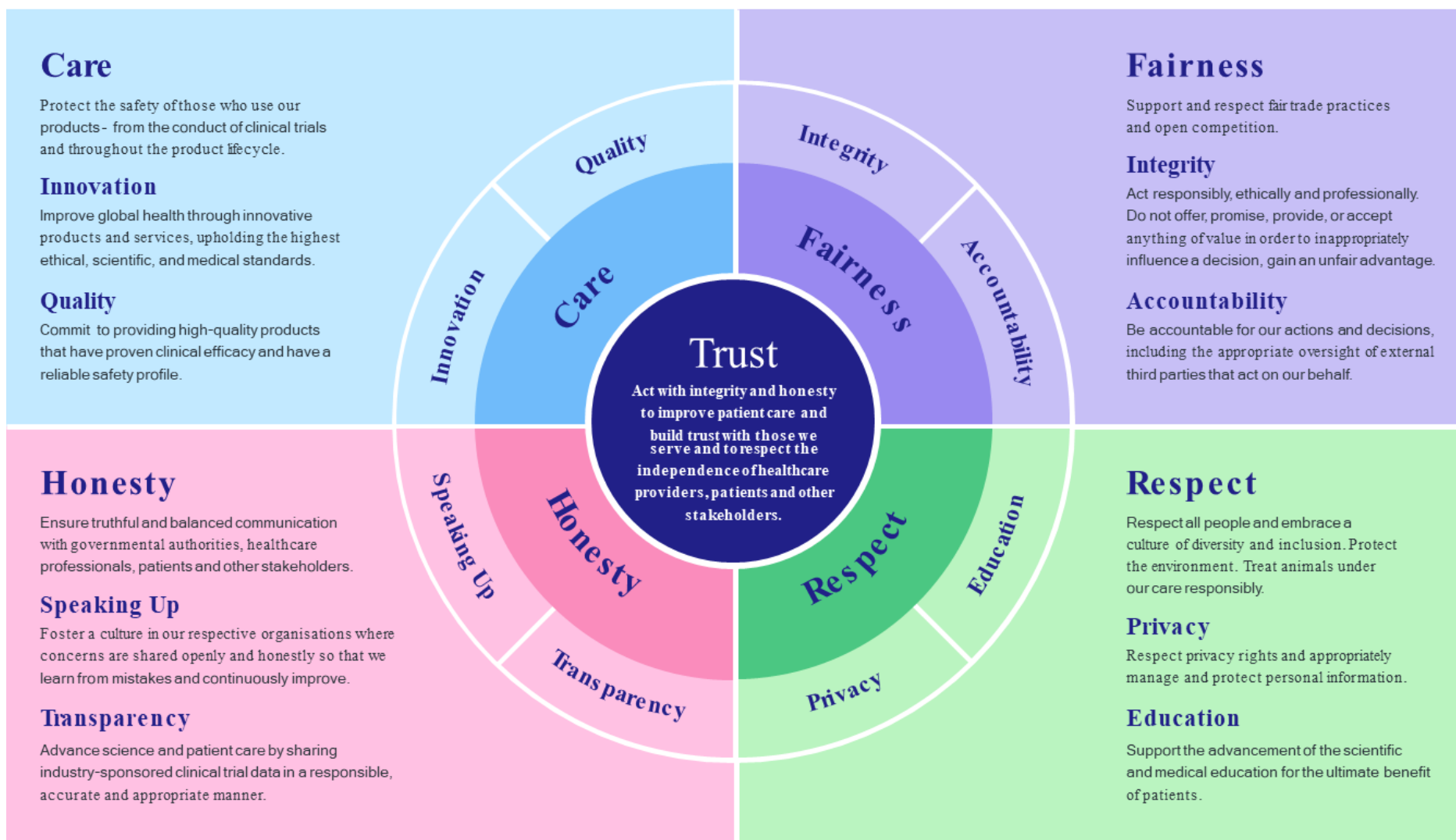
- A model of self-regulation for pharmaceutical industry's activities in medicines promotion, communication and interaction with key stakeholders such as healthcare professionals, medical institutions and patient organizations.
- Although self-regulatory, the IFPMA Code is not voluntary, it is a **condition of membership to the IFPMA** for both member companies and national associations.

Requirement of the Code

The IFPMA Code is guided by 8 high-level principles and requires that:

- the primary objective is patient safety and full information to health care professionals
- promotional activities are carried out in a responsible, ethical and professional manner
- therapeutic choices of doctors should be based on objective information and not swayed by nonscientific or non-transparent considerations
- a balance is sought between the needs of patients, health professionals and the general public

Building a culture of trust



IFPMA Code Coverage

- The IFPMA Code **DOES** regulate:

- Standards of promotional information incl. promotional material
- Pre-approval communications & off-label use
- Interactions with key stakeholders incl sponsorship to scientific congresses
- Samples

- The IFPMA Code **DOES NOT** regulate:

- Pricing and terms of trade
- Communication with the public
- Disclosure of payments to HCPs, patient organizations and medical institutions

Value of ethical promotion of medicine

- Ethical promotion helps ensures that:
 - Healthcare professionals have **access to information** they require;
 - Patients have **access to the medicines** they need; and
 - That medicines are prescribed and used to **benefit patients worldwide**

External requirement and regulations

- **IFPMA respects and recognizes the role of:** 
- **National laws and regulations**, national association codes, pharmaceutical company codes, professional codes, SOPs, and guidelines;
- **+ Ethical Criteria for Medicinal Drug Promotion** provided by the World Health Organization in 1988; and
- **+ Relevant codes and principles of ethics developed by the World Medical Association, International Council of Nurses and the International Federation of Pharmacists.**

Do's and Don'ts

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ALLOWED

- Promotional Aids (strict provision)
- Items of Medical Utility (strict provision)
- Hosting of scientific promotional meetings
- Limited sponsorship to genuine scientific event
- Cultural Courtesy Gifts (i.e. inexpensive gifts not related to medical utility, and only if allowed by local law)
- Meals/Dinners if in connection to an event and secondary



NOT ALLOWED

- Monetary Gifts
- Personal Gifts (i.e. flowers, jewelry, cars, etc.)
- Recreational Activities (i.e. golf, tickets to sporting events, concert, vacations, etc.)
- Sponsoring of family events or paying for a guest/companion
- Meals/Dinners if not in connection to an event
- Any form of entertainment (i.e. company paid for musical performance during dinner)

Promoting an Ethical Climate



**Global Code:
IFPMA**

**Regional &
National Codes**

Company Codes